DocuGo

Medical app

Xinjie Zhao
36029947

PACT

People
Age 21 and older

Mainly include young people, middle-aged people and the elderly, of which young people are the main users, but the proportion of middle-aged and elderly users is increasing year by year. Diversified needs, including online consultation, health management, disease prevention, chronic disease management, etc. Mainly concentrated in first - and second-tier cities, but the proportion of users in sixth-tier cities is also increasing.

Action

Through the medical and health software, users can make online consultation, make appointments, purchase drugs, and health consultation.. Younger users are more likely to use mobile health apps for daily health management, while middle-aged and older users are more likely to use online consultation services. Users interact with medical service providers through the feedback mechanism provided by the software to evaluate service quality.

Context

As the population ages, the demand for health care services increases. The government's support and supervision of Internet medical care has promoted the popularity of medical and health software. Economic development and the improvement of residents' income level have made people pay more attention to health and quality of life.

Technology

The development of 5G, artificial intelligence, big data and other technologies has provided strong technical support for medical and health software. Interface optimization, intelligent recommendation system and other technologies improve the user experience. With the development of technology, the requirements for user privacy protection and data security are becoming higher and higher.

Target user analysis

01
25 YEARS OLD, NEW TO THE WORKPLACE

Use health software for exercise recording, diet management, and occasional online consultation. Pay attention to healthy lifestyle.

02
40 YEARS OLD, MIDDLE MANAGER

Regular use of software for health data monitoring, focusing on chronic disease prevention. work pressure, need to effectively manage health conditions, prevent disease.
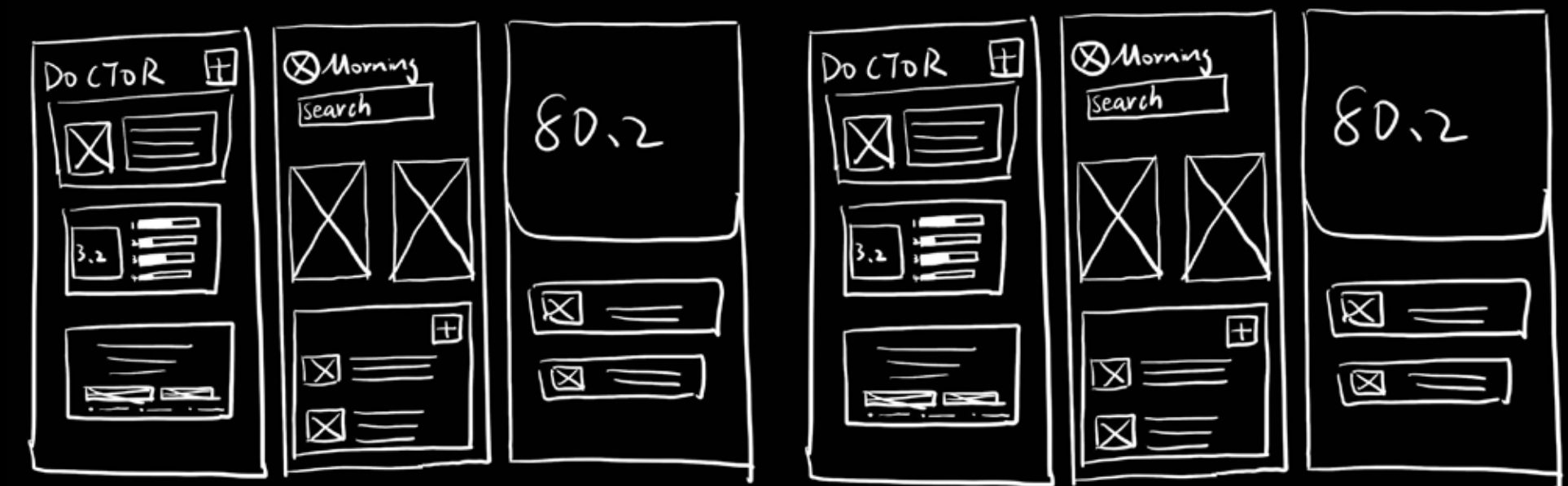
03
65 YEARS OLD, RETIRED

Make an appointment through medical software, consult doctors online. The need for convenient medical consultation and drug purchase services.

Process

Advantages

1. Keep an eye on your health and indicators.

2. Recommend professional hospitals and doctors.
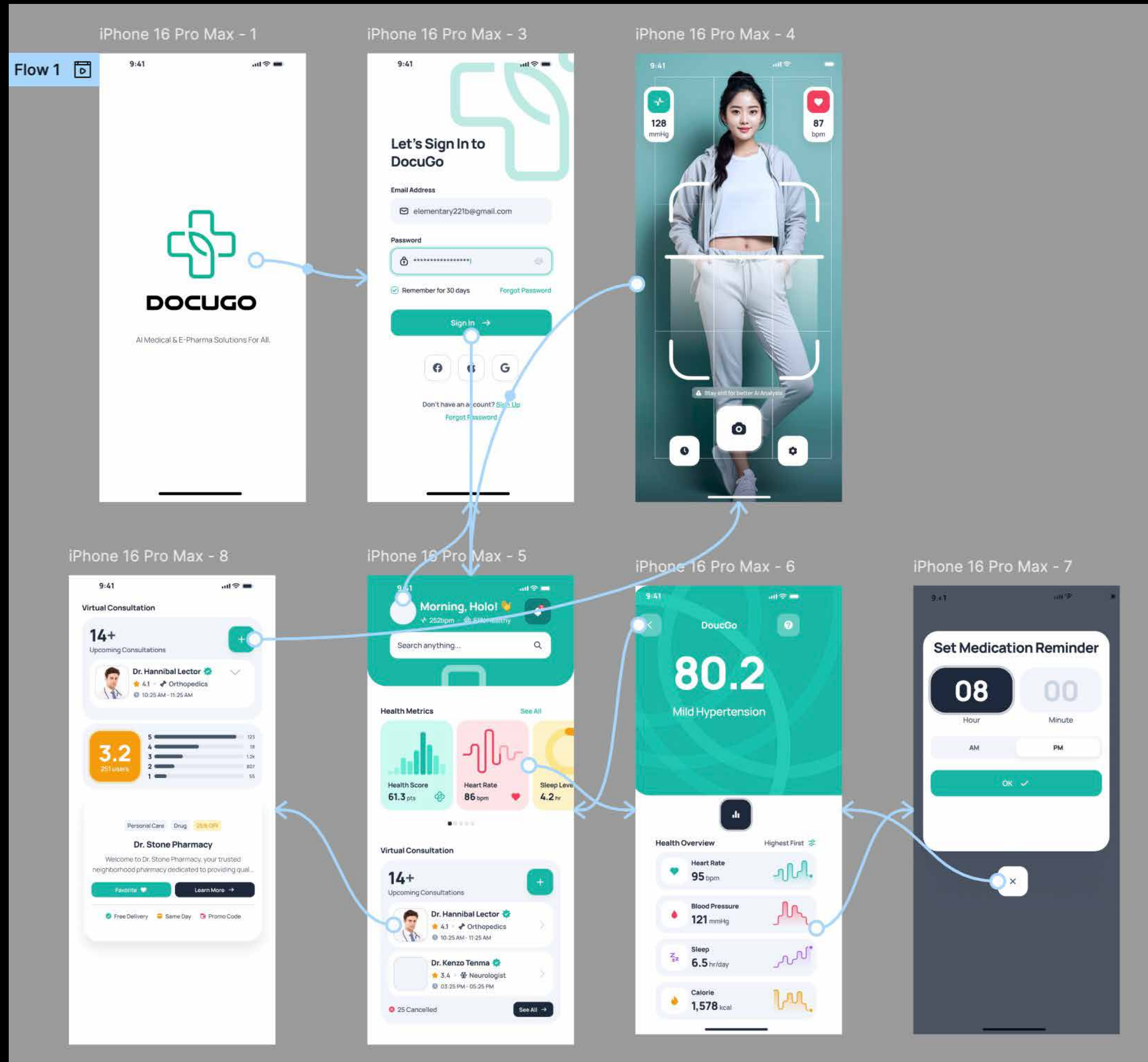
3. Register for free

Function

1. Monitor body indicators.

2. Recommend professional hospitals and doctors.

3. Register for free

LOGO

DOCUGO

In the world language, the meaning of the cross is medical treatment, so take the cross as the main pattern. Divide the pattern into two parts, each like the turn of the letter g, so the image is designed

By linking each page together, users can go directly to the next page and find what they want, such as their own health information or medical equipment

With green as the main color, it gives a fresh and healthy feeling, and green gives users a very reassuring feeling

video link:
https://youtube.com/shorts/VEDpYCJhL5Q?si=l-w8GAKMS8nB-BAhP

Reflection

1. Consider the different needs of older people and younger people

2.Make the page design more refined

3.More information can be added

Xinjie Zhao
36029947